

IEEE Region 2 Member and Geographic Activities (MGA)

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IEEE Mission...

***“Foster Technological
Innovation And
Excellence For The
Benefit Of Humanity”***

The Envisioned Future. . .

Be essential to the global technical community and to technical professionals everywhere, and

Be universally recognized for the contributions of technology and of technical professionals in improving global conditions.

IEEE Membership By Region*

TOTAL MEMBERSHIP – 376,328

R7 – 15,947



R1 to 6 – 212,838

R1 – 37,973

R2 – 32,363

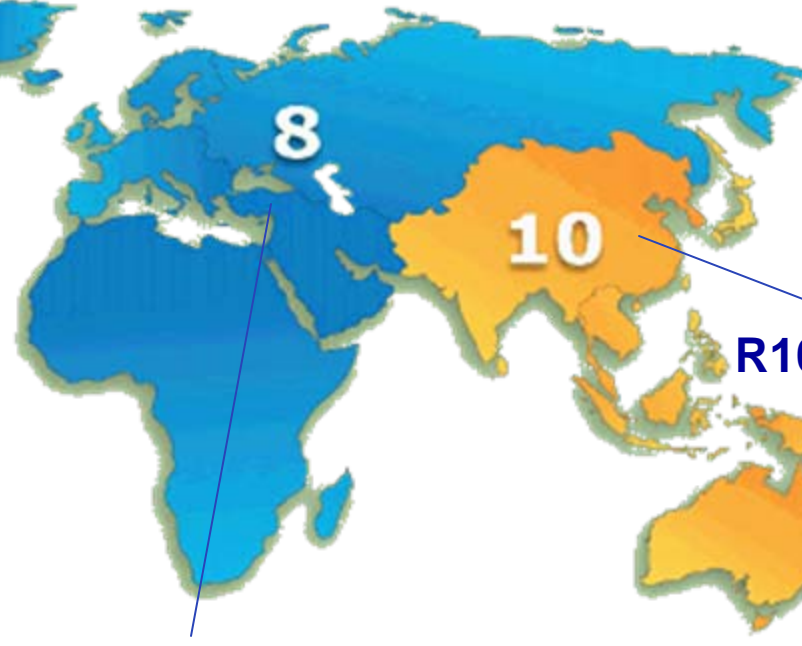
R3 – 30,782

R4 – 23,555

R5 – 29,020

R6 – 59,145

R9 – 15,410



R8 – 64,976

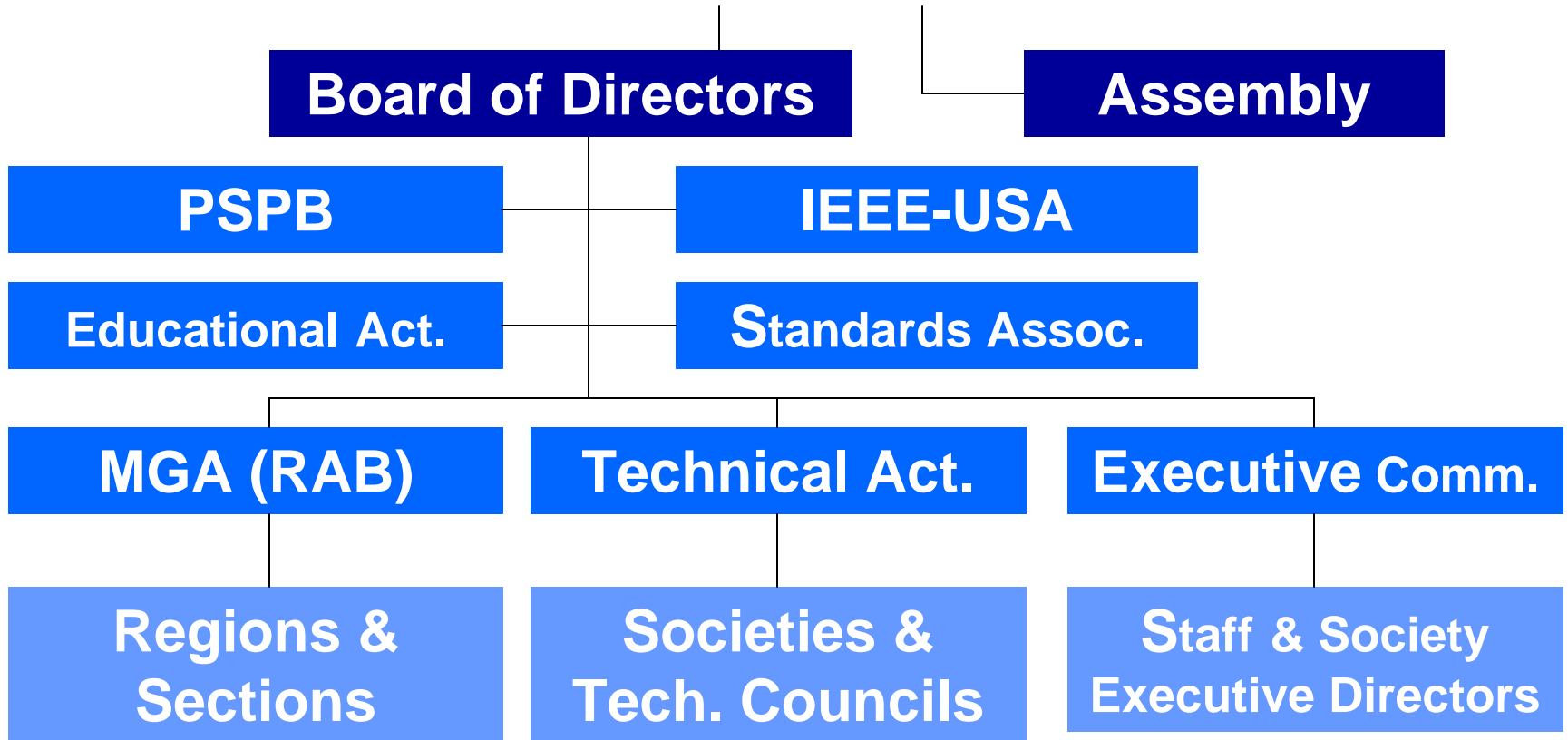
R10 – 67,157

Reflecting the global nature of IEEE, R10 and R8 are now the two largest IEEE Regions

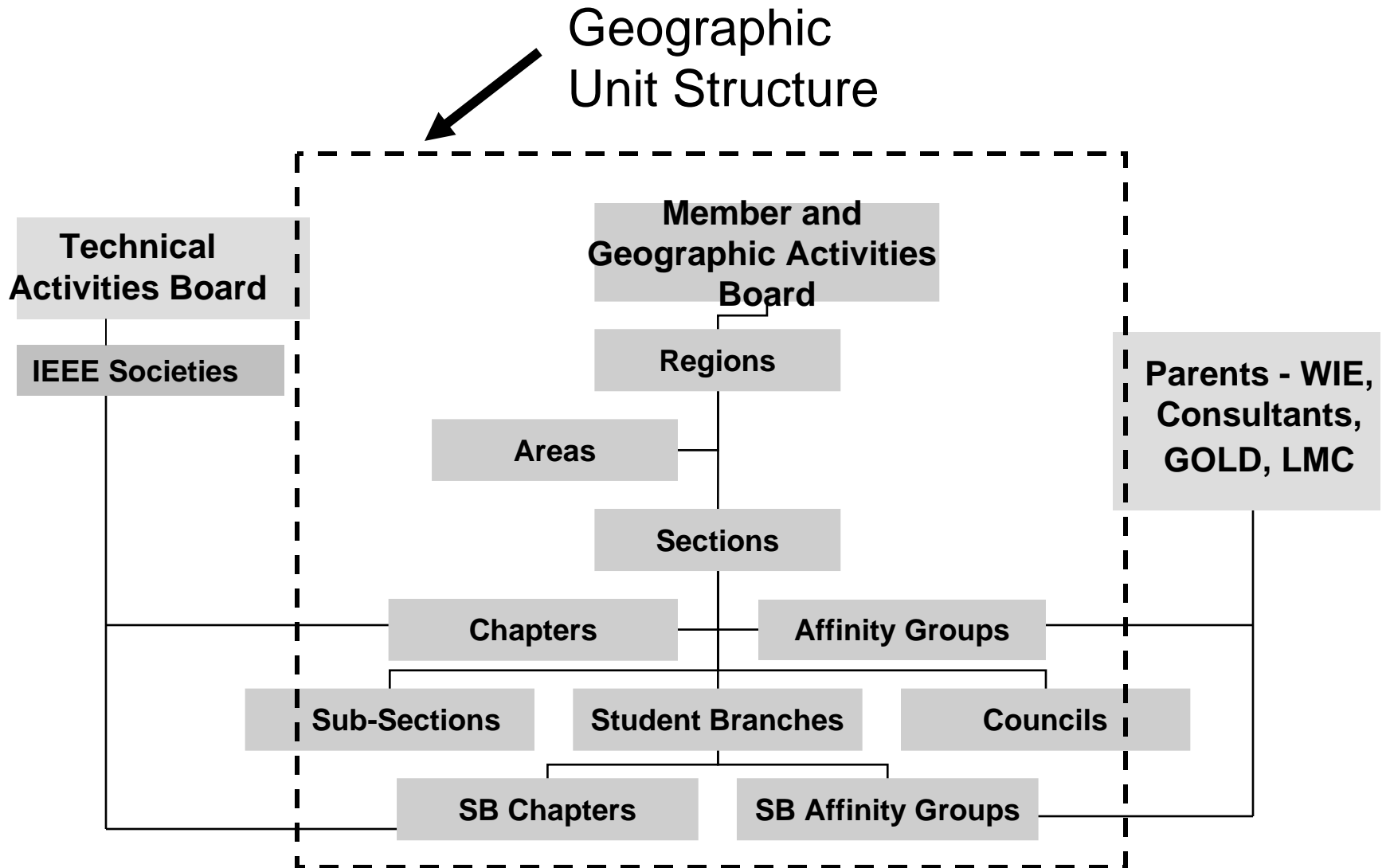
IEEE Organization



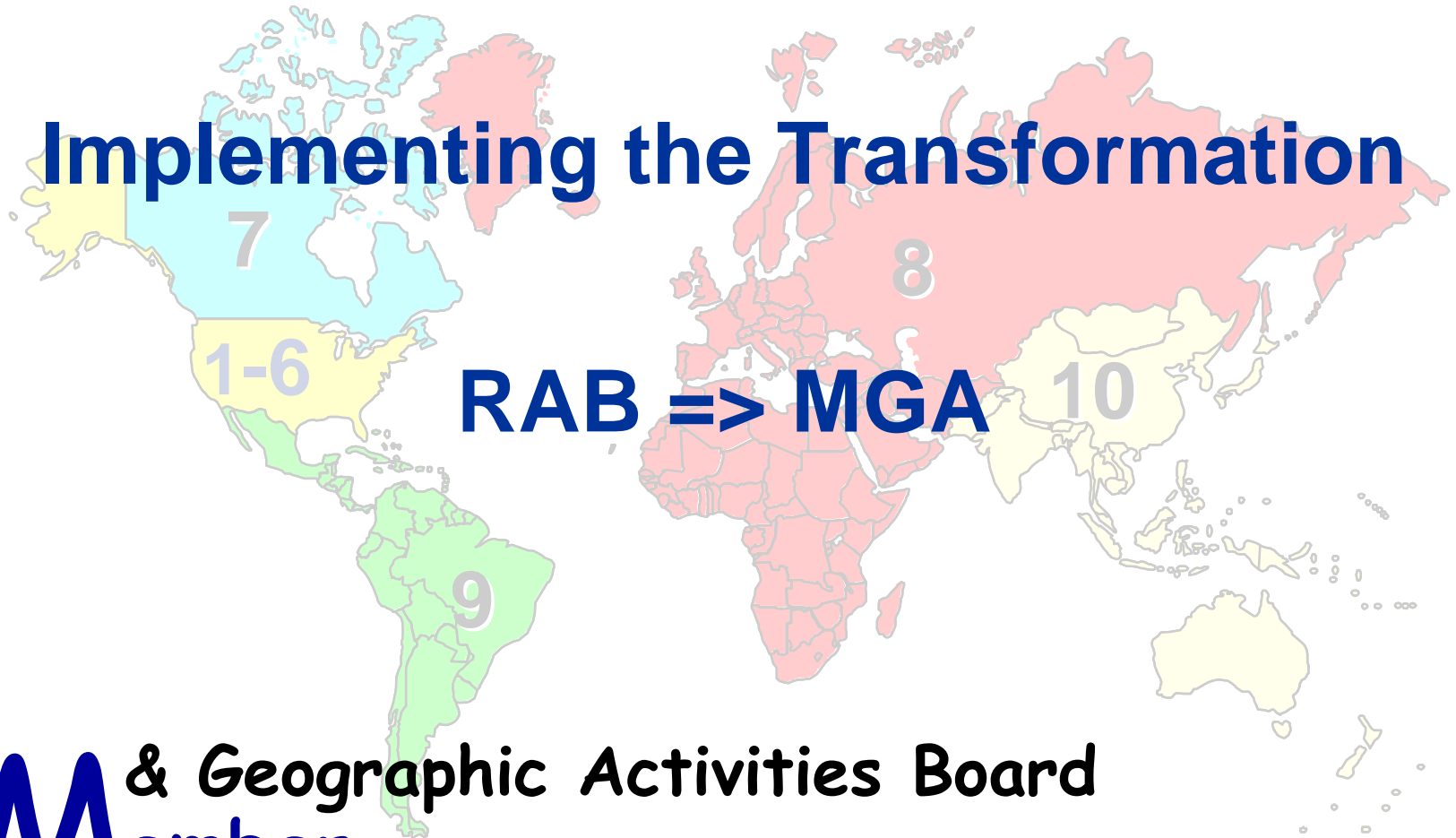
MEMBERS



Geographic & Technical Unit Relationship



Implementing the Transformation



M & Geographic Activities Board
Member

Presentation Outline

MGA Overview

Vision and Mission

Strategies

Goals

Board and Committee Expectations

Questions and Discussion

IEEE Member & Geographic Activities Paradigm – Vision, and Guiding Principles

Vision

Ensure Quality Member Opportunities for Continuous Engagement

Mission

- Inspire, Enable, Empower and Engage Members of **IEEE**

Guiding Principles

The Member is **IEEE** and **IEEE** is the member.

- Members shape IEEE's future.
- Members collaborate to create **IEEE's** future.
 - **IEEE** enhances members' future.

IEEE Member & Geographic Activities Paradigm – Strategies

- **Increase value of IEEE membership.**
- **Utilize member life cycle concept.**
- **Provide a simple, consistent interface to members and prospective members.**
- **Track member involvement and development.**
- **Make process of joining and maintaining membership simple and straightforward.**
- **Facilitate member collaboration.**
- **Become more transnational in look, feel and language.**
- **Strengthen relevancy of IEEE membership to industry.**

IEEE Member & Geographic Activities Paradigm – Goals

- Increase member engagement.
- Improve relationships with and between members.
- Increase operational efficiency and effectiveness.
- Improve staff job satisfaction.
- Enhance collaboration with other business units.
- Increase membership.
- Enhance the membership-related information available to the member and the geographic units.

IEEE Member & Geographic Activities Strategy and Scope - Coming Together

Strategic Positioning

Vision • Ensure Quality Member Opportunities Through Continuous Engagement

Mission • **I**nspire, **E**nable, **E**mpower and **E**ngage Members of IEEE

Principles The member is IEEE and IEEE is the member.
Members shape IEEE's future.

- Members collaborate to create IEEE's future.
- IEEE enhances members' future.

Goals

- Increase member engagement.
- Improve relationships with and between members.
- Increase operational efficiency and effectiveness.
- Enhance collaboration with other business units.
- Increase membership.

Strategies Increase the value of IEEE membership.
Utilize member life cycle concept.

- Provide a simple, consistent interface to members and prospective members.
- Track member involvement and development.
- Make the process of joining and maintaining membership simple and straightforward.
- Facilitate member collaboration.
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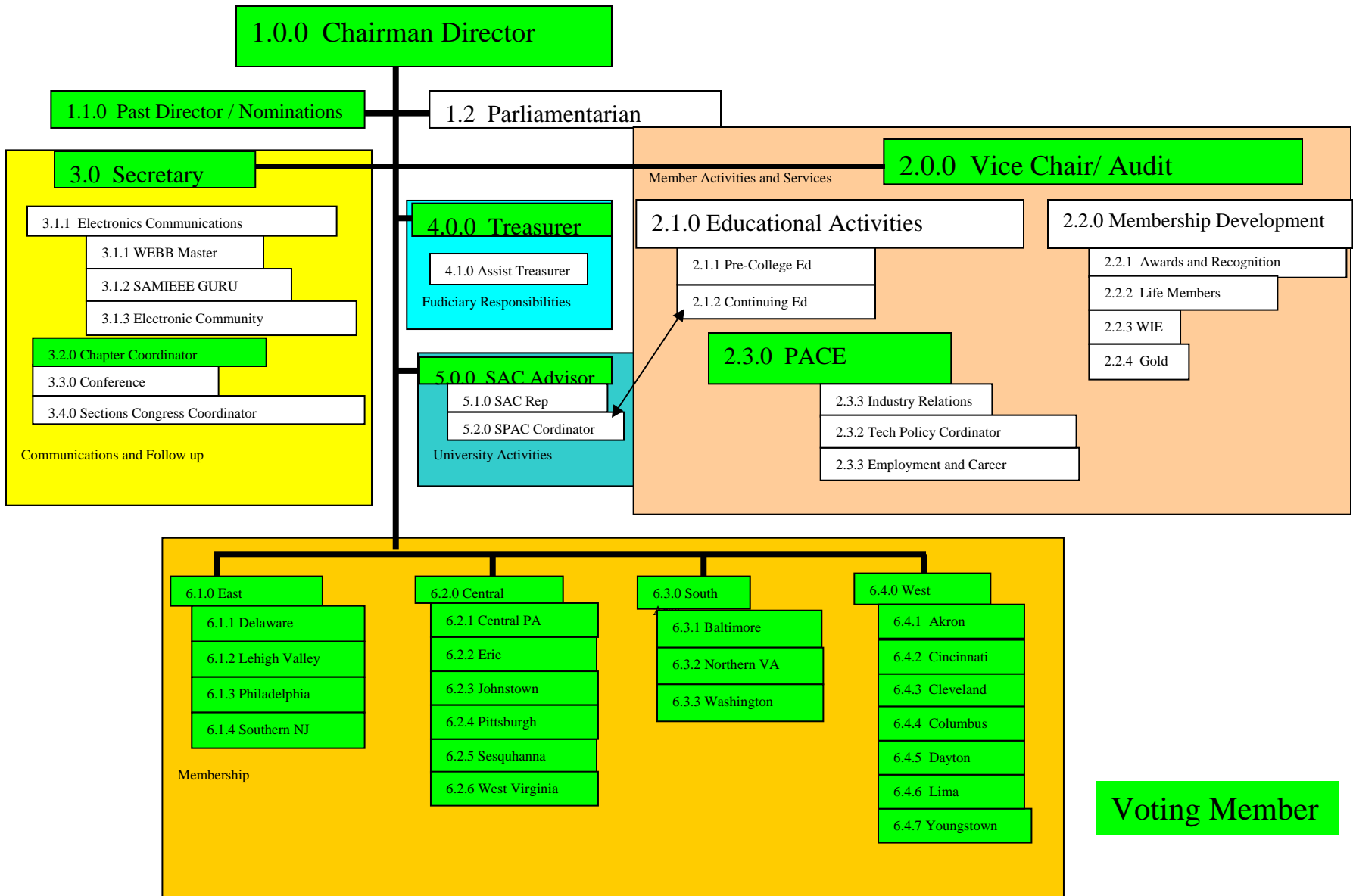
Scope

- **Member strategy:**
 - Research and data driven insight
 - Strategic direction
 - Benefits
 - Pricing guidelines
 - Products/service offerings
- **Member development:**
 - Membership sales strategy, planning and execution management (recruiting, renewal, recovery)
 - Affinity management
 - Member lifecycle management
- **Member operations:**
 - Call center/tech support
 - Applications processing
- **Member-specific product/service development and management:**
 - Community (MyIEEE, spam blocker/alias, online member directory, Institute)
 - Benefits (Financial Advantage)
 - Knowledge (IEEETV, Potentials)
 - Professional (Career services)
- **Geo-unit management**

MGA Board and Committee Expectations

- **Full participation by all members**
- **Respect participants and processes**
Offer process changes and updates when required
- **Approach issues with an open mind, take the blinders off**
- **Offer assistance and support as required**
- **Work as TEAM MGA as part of TEAM IEEE**
- **Have Fun and Make it enjoyable**

Current Region 2 Structure



IEEE Member & Geographic Activities

Thank you for your dedication to the
IEEE and your commitment to the
success of Your Section, Region 2,
TEAM MGA and TEAM **IEEE**

Questions / Discussion

Contact: m.apter@ieee.org

M & Geographic Activities
ember
